



Special Events Contract Meeting

August 19, 2015

Evaluation of Current Contract

Current Process – Downtown Manager holds weekly meetings with contractor to review planning for events (months prior to events Task Orders detailing the events and event expenses are negotiated and signed). Weekly meetings include review of marketing materials such as posters, event programs and videos. Discussions include social media use, evaluating ways to improve events, OTW advertising, press release information, volunteer recruitment efforts, post event evaluation and review etc.

Review of Contract Performance Reviews – per contract available 60 days after an event

Review of City Event Matrix – parking data, attendance count etc.

Surveys

Review of Survey data

Creation of new survey questions – 3 surveys currently exist

Change to survey process?

Developing Recommendations for a new contract

What are the goals of the contract?

Bring programming for the citizens of Winchester to Old Town?

Draw a large diverse number of people into the downtown?

Bring a certain demographic into the downtown? Young Professionals, retirees...

Do events in conjunction with downtown businesses such as scavenger hunts or sip and stroll events located within the businesses.

See economic benefit to downtown businesses? Restaurants, Shops, Entertainment Venues, Service Businesses, all?

Serve as an economic development tool?

Show case unique aspects of Old Town as part of a broader tourism strategy?

Promote the Old Town Brand

Continuing to change the perception of Old Town Winchester highlighting it as a dynamic exciting diverse 'it' spot?

Oversee marketing and social media efforts for Old Town

What is the intended scope of the contract? – Events, marketing, social media management, sponsorship, brand promotion...

Oversight – how should the success of the contract efforts be evaluated? Should an external group manage the evaluation (surveys etc.)?

Site Visit to other locations

Group Visit

Individual Visits

Communication with event organizers for best practices

Possible events to visit:

Art on the Avenue in Delray (Alexandria), VA., Saturday, October 3

<http://artontheavenue.org/>

Waterford Fair, Waterford, VA October 2-4

<http://www.waterfordfoundation.org/waterford-fair/>. (Both are excellent signature events for these towns and have helped put them on the map. They are also excellent examples of how to make culture/art/history fun and enjoyable for a broad group of people.)

Rocktown Beer & Music Festival Harrisonburg September 26

Taste of Town Harrisonburg November 9 - 15

Savor and Sip Culpeper September 5

Bands Brew and BBQ Manassas September 12

Others?

Meeting Schedule – When will meetings occur and how often?